

CORPORATE ADVERTISEMENT POLICY

1. **Approval and release :**

All materials for advertisements and Tender Notifications shall have prior approval of the Managing Director. In respect of Sponsorship Advertisements, a committee consisting of ED(Trust), G.M. (Admn) & G.M. (Finance & Accts) shall examine the same and recommend/suggest to the Managing Director whether such advertisements can be released or not to the Organizations based on the merits of the requests received.

2. **Mode of Release :**

Administration Sections, with the prior approval of the Managing Director, shall release the Tender Notifications in Dailies only on rotation basis. However, to draw better response, Dailies with maximum circulation may be repeated. All Advertisements shall be released only through Marketing consultants and Agencies Limited (a Govt of Karnataka Undertaking) or Directorate of Information & Publicity, Services of Private Agencies may be utilised only on the specific prior approval of the Managing Director.

3. **Advertisement Rates :**

The rates fixed by the Directorate of Information & Publicity shall be strictly followed while releasing the advertisements.

4. **Allocation of funds for the categories of advertisements listed below.**

- a) Cost of Tender Notifications released for Projects shall be paid under the respective Project heads. There may not be fixed Budget for Tender Notifications as they vary depending on the need to release them.
- b) Display advertisements are released on behalf of the Government. A Budget cannot be fixed as it depends on the requests of the concerned Ministry and their frequency to commemorate a special event etc.
- c) Sponsorship Advertisements are released to Organizations based on their specific requests for causes such as **humanitarian, literature, music etc.** This category of advertisements may be released to Organisations based on the following considerations, subject to maximum of Rs.1.50 lakh per annum.
 - 1) Social/humanitarian causes.
 - 2) Promotion of art, science, literature and music.
 - 3) Promotion of Kannada literature, music and arts.
 - 4) Any other sponsorship which the Managing Director opines is for a noble cause.